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## Pearson Broadcasting, Inc./hitthatline.com and Your Privacy

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At Pearson Broadcasting, Inc./hitthatline.com, we respect your right to privacy and we understand that users of the hitthatline.com web site need to be in control of their personal information. "Personal information" includes, but is not limited to, name, address, telephone number, e-mail address. If you wish that this information not be disclosed, please contact Pearson Broadcasting at 479-484-7285 and asked that your information be removed from our database.

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### 1. Collection of Information

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Certain applications on the espnarkansas.net web site may require users to register or to provide personal information in order to make a commerce transaction, to enter a contest, or to subscribe to a newsletter. Such personal information may be shared or sold to third parties. To better understand the needs of our web site users, we may also request demographic information. Entry of such information is optional and if you choose not to enter such information, you can still successfully use these applications. If we do share demographic information with third parties, we will give them aggregate information only.

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### 2. Mailing Lists

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If you provide your e-mail address, hitthatline.com may contact you periodically with special offers, updated information and new services. Any e-mail sent by hitthatline.com will provide the option to be removed from the e-mail mailing list.

Selected applications on our web site allow visitors to subscribe to our newsletter by providing their names and addresses to hitthatline.com. If you provide hitthatline.com with your mailing address or telephone number, hitthatline.com, in addition to providing you with the hitthatline.com newsletter, may also use this information to alert you to updated information and new services. If you wish to be removed from the mailing list, you may do so by contacting Pearson Broadcasting at 479-484-7285

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### 3. Information to third parties

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Pearson Broadcasting, Inc./hitthatline.com may occasionally present a special contest or promotion on its web site that is sponsored by another company. To qualify for entry, we may ask you to provide personal information. We plan to share that information with the sponsor(s).

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### 4. Links

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Our site includes links to other web sites whose privacy policies we don't control. Once you leave our servers (you can check where you are by checking the URL in the location bar on your browser), use of any information you provide is governed by the privacy policy of the operator of the site you are visiting. That policy may differ from ours. If you can't find the privacy policy of any of these sites via a link from the site's homepage, you should contact the site directly for more information. Pearson Broadcasting, Inc./hitthatline.com is not responsible for the privacy practices or the content of such Web sites.

## **6. Contact Us/How to update your personal information**

You can help Pearson Broadcasting, Inc./hitthatline.com maintain the accuracy of your personal information by notifying us when you change your address, title, phone number, or e-mail address. If at any time you wish to update your information or stop receiving communication from Pearson Broadcasting, Inc./hitthatline.com, our partners, or selected third parties, contact Pearson Broadcasting, Inc./hitthatline.com by e-mail at [advertising@hitthatline.com](mailto:advertising@hitthatline.com) or by postal mail at:

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Barling, AR 72923

Please include your old and new contact information so that we can make the appropriate corrections.

Pearson Broadcasting, Inc./esparkansas.net may occasionally update this policy. Notice of revisions will be posted here.